

Pori Jazz for Professionals

Research Meeting:

Value co-creation in the Experience Economy

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Reaching Joint Values in a Multicultural Society
through Shared Cultural Experiences – an
Integration Model

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Abstract:

Modern ethno-culturally diverse societies have not really reached the point of fruitful or even peaceful, in some cases, co-existence. At the same time, the immigrant population in 2011 comprised over 70% in most European countries and is steadily growing.¹ It can be argued that the integration measures implemented – mainly by economic and civic approaches – have not yet been successful. On the other hand, based on the interviews with cultural producers conducted by the author for the Tallinn ECOC 2011 Foundation², the cultural approach to integration has not been used up to its full potential. Cultural experiences tend to have positive “side-effects” on integration, nevertheless, the processes of reaching those are not planned, neither analysed – mainly due to the lack of time, finance and human resource as well as know-how in organizations – thus they could not be replicated.

The author is looking for an integration model, which could be applied on a continuous basis by already existing cultural experiences³ with the aim of reaching joint values in a multicultural audience. Additionally, the role of artistic leader in the process is regarded. The research is based on the NPD theories by O’Hern and Rindfleisch (2010), communication theories (Huizinga 2004, West & Turner 2009, Matsumoto 2001, Meleady, Hopthrow, Crisp 2013, Horney 1999 et al.), life-long learning (Throsby 2001, Crisholm, Hoskins & Glahn 2005, European Commission documentation et al.) arts&contact hypothesis (Cleveland 2000, Matarasso 1997, van Delf 1998, Allport 1954, Amir 1969 et al.) et al. The main research method is project-based research

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5. 1 EUROSTAT 2011.
http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Migration_and_migrant_population_statistics (12.05.2013)
 - 2 Publication based on the interviews' analysis – European Capital of Culture as a substantive and formal integration tool – is currently in preparation for publishing.
 - 3 Regarded here mainly as cultural events, projects, festivals and other similar activities.

(Gummesson 1991, Patton 2002, Alam 2005, du Gay P, Hall S, Janes L, Mackay H and Negus K 1997 et al.).